

Non-Native Species of the California Coast



The
Gig Egret

CALIFORNIA COASTAL CLEANUP DAY
September 17th • 9am-noon



CALIFORNIA
COASTAL
COMMISSION

45 Fremont Street, Suite 2000, San Francisco, CA 94105
(800) COAST-4U www.coast4u.org



21st Annual California Coastal Cleanup Day



On September 17th, 2005, the California Coastal Commission embarked on the third decade of its ongoing effort to bring the campaign for the health of our coast, shorelines and ocean into communities throughout California. On that Saturday, tens of thousands of volunteers celebrated the **21st Annual California Coastal Cleanup Day** by spending three hours at one of over 700 cleanup sites around the state, removing the trash and debris that had accumulated since last September. The effort, repeated once every September since 1985, marks the highlight of the Commission's year-round Adopt-A-Beach Program, which keeps the beaches and shorelines of the state cleaner through the effort of tens of thousands of volunteers, as well as helping to educate them on how much trash is accumulating along our waterways, what types of trash are most common, and what role we all can play in solving this growing problem.

In 1985, the Commission never envisioned the scope of what Coastal Cleanup Day could become; rather, the Cleanup began as a pilot project to determine whether or not volunteers could collect significant data while cleaning up beaches. That data would then be analyzed to help determine the source of the debris, and hopefully support other actions that would help curb those sources. While the Cleanup did not start as an annual event, thankfully, Californians would not let the Cleanup go away. Instead, in ever increasing numbers, volunteers

have turned a simple experiment into the most popular volunteer event in the state. **48,250 volunteers** turned out to the Cleanup this past September, not to mention the thousands more that appear regularly at Adopt-A-Beach events all year long. Those volunteers brought the Coastal Cleanup program up to the 700,000 volunteer mark over its 21-year history, an incredible testament to the popularity of the event itself, as well as the love that Californians have for their coast and all the aquatic environments that feed into it.



Watch those native plants! Volunteers along the shores of Upper Newport Bay in Orange County are careful not to damage native habitat while removing trash from the wetland.



These volunteers in San Diego get started on their Cleanup as surfers enjoy a clean ocean in the background.

While the Coastal Commission has directed the Cleanup over these past 21 years, there is no question that the Cleanup would not take place if not for the many individual volunteers, non-profit organizations, and local government agencies that take on leadership roles as regional or county-wide coordinators. These groups then mobilize hundreds of committed volunteers to serve as site captains for individual cleanups – the role that really makes or breaks the Cleanup. These site captains are the community representatives, the local face and voice responsible for organizing each specific cleanup around the state and acting as the point of contact for volunteers in the days and weeks preceding the event. These captains, in turn, help recruit the thousands of workers – the cleanup volunteers – who give up their Saturday morning in order to do their part in removing a

year's worth of debris. The organizing effort for the Cleanup is enormous and multi-faceted; adaptation is essential. What works to recruit volunteers in Los Angeles will not necessarily work in Shasta County; similarly, the trash that volunteers remove from the pristine beaches of the San Mateo coast is far different from that removed along the banks of the Delta in San Joaquin County. But the statewide coordination of all these efforts helps to build the connections among them, to teach each Cleanup participant that, no matter where they live or where they are cleaning up that morning, they are having an impact on the coast. And that impact is significant: this year, those volunteers removed more than **970,000 pounds of trash and recyclable material** – an all-time record for Coastal Cleanup Day.



A volunteer docent leads a group of inner-city Los Angeles schoolchildren in lessons about beach ecology during extended Coastal Cleanup Day activities.

While the amount of trash that Cleanup volunteers remove is always shocking, even more impressive is the scope of activities in which these volunteers take part over the course of this single event. Volunteers in Sonoma County may have spent the first three hours of the morning removing trash from the beaches, but they spent the next several gathered at Doran State Beach participating in a sand castle contest and celebratory barbeque. In Los Angeles, most of the Cleanup volunteers turned out on Saturday morning, but a special group of school children (almost 1,200 of them!) were able to get a head start on the festivities during a special event held Friday morning at Dockweiler State Beach. Those students participated in a docent-led beach cleanup, removing trash while learning about beach ecology at the same time. And in the Delta region of the city of Stockton, volunteers not only helped clean the shores of the Delta, but also rescued a deer that they found injured and alone in the woods

nearby. The deer was brought to a veterinarian nearby and nursed back to health, adding an element of immediacy to what the Coastal Commission has always considered to be an effort to protect California's wildlife in the first place.

Wildlife was the theme of this year's publicity campaign, as well. In fact, California wildlife has been featured on the Cleanup posters and brochures for the past several years; this year, however, a new campaign provided a different perspective on the subject. **Goodby, Silverstein & Partners**, a San Francisco-based advertising agency, created a pro-bono campaign entitled "Non-Native Species of the California Coast." The campaign featured pictures of native wildlife, such as an Egret, Sea Bass, or Shore Crab, juxtaposed with pictures of marine debris. (The Egret, for example, has a cigarette butt in place of its beak – examples of the artwork can be found throughout these pages.) The artwork created a strong impression on the public – most people found the new campaign to be a more jarring representation of the real damage that marine debris can inflict on our native wildlife, and therefore a more "realistic" vision of what's happening on our coast and shorelines.



The Coastal Cleanup Day artwork was "mounted" on cards designed to evoke memories of National Geographic images from the early parts of the 20th century.

Perhaps even more importantly, the publicity campaign seems to have worked. The 2005 Cleanup was geographically the largest cleanup in the event's history. Over 750 individual cleanups took place in 45 counties around the state. The Coastal Commission has been steadily expanding the reach of the Cleanup for years now, reaching as far upstream from the coast as possible. Years of volunteer data-keeping, as well as reports on that data compiled by The Ocean Conservancy (the coordinator of the International Coastal Cleanup, of which California Coastal Cleanup Day is a major component) have resulted in the recognition that the vast majority of the debris that collects on California's beaches comes from inland sources, such as urban streets or inland waterways that act as transportation for debris.

Much of that trash is plastic – anywhere from 60 to 80 percent of what volunteers remove on Coastal Cleanup Day is plastic debris – so much of it floats quite easily out to the ocean, where it can cause larger problems for wildlife and humans alike. In order to stem this tide of trash, the Coastal Commission continually seeks to stretch even further inland, in order to stop all that trash where it starts.



This photo, taken by Bill MacDonald, is a fairly typical image of what many coastal waterways look like after a winter storm.

An equally important reason for moving the Cleanup into new inland communities is the impact the Cleanup can have on the community itself. When it moves the Cleanup into a new community, the Coastal Commission tends to focus on areas that have become the sites of illegal dumping, in an effort to have the greatest impact possible with what is usually a smaller group of first-time volunteers. These spots – present in most, if not all,

inland counties in California – are the neglected shorelines of our state. At some point, someone in the community left debris in that spot, and it has since become a de facto dump for those who choose not to dispose of their garbage properly. These spots accumulate tons of debris (over 84 tons in San Joaquin County alone, for example), and even if that debris isn't necessarily buoyant, it can still cause significant problems downstream. Old refrigerators leak coolant into the stream, while abandoned cars, boats, and furniture are slowly stripped of paint and other chemicals that inevitably make their way into the watershed. These spots become neighborhood blights, diminishing community pride and lending to a cycle of perpetual dumping. When Cleanup volunteers step in to make a difference in these locations, the results can be dramatic. Beyond the incredible numbers (14 volunteers in Kings County removing almost 6,000 pounds of debris from 1 mile of the Kings River; 250 volunteers in Yuba County removing 50,000 pounds of debris from one half-mile of the Yuba River), the anecdotal evidence coordinators provide shows that, once these spots are cleaned up, they stay clean from year to year. Not only does this free up volunteers to tackle a difference stretch of

river, but it shows that this once-a-year cleaning can have a much longer lasting impact on communities around California. Coastal Cleanup Day becomes an opportunity to provide stewardship for local communities, as well as for our coast and ocean. And if it can draw the citizens of the farthest-reaching counties in California into closer connection with the coast, all the better.

These efforts, as always, were supported by a group of partners who, through their financial and organizational support, make the Cleanup possible. Joining for the first time as the presenting sponsor of the Cleanup were **Albertsons and Sav-on Drugs**, one of the largest supermarket and drug stores chains in the state. This tandem company came on board near the end of the summer, yet with only weeks to go before the Cleanup, they were able to mobilize hundreds of store employees and customers. Reports of green-shirted Albertsons volunteers populating cleanups around California were a popular theme among coordinators reporting in on the day of the Cleanup. In addition, many of the stores partnered with local coordinators to provide volunteers with some of the essentials at cleanup sites, like water and snacks. With a unique combination of in-store exposure for the Cleanup and a huge customer base from which to recruit volunteers, Albertsons and Sav-on Drugs' partnership is an ideal partner for the Program.



Green-shirted Albertsons and Sav-on Drugs employees were a popular sight in many locations on Coastal Cleanup Day, including along this creek in Los Angeles County.

Coastal Living Magazine came on board as a first-time sponsor as well. With in-magazine ads and adoption of a huge cleanup site in Santa Monica, **Coastal Living** embraced the effort in all facets. They were joined by returning sponsors **Oracle** and **See's Candies**, two long-time partners who continue to bring the power of their employee volunteers and

publicity efforts to the Cleanup. All told, the Coastal Cleanup Program enjoys the support of a strong foundation of corporate partners whose support underpins the success of the Cleanup.

California Coastal Cleanup Day may be one of the highlights of the Coastal Commission's year-round efforts, but the success of the Cleanup would not be possible without the constant outreach and education that the Commission's Public Education Program seeks to provide through its Marine Debris Program. This new effort, a consolidation of a number of existing programs under one umbrella, will help the Commission stay at the forefront of the effort to combat marine debris in all its forms, from land-based plastic pellets escaping from production facilities to large debris items dumped from ocean vessels and everything in between. The Marine Debris Program will be instituting new programs involving a wider range of organizations working on aquatic and ocean health, interested businesses and corporate partners, and government agencies over the coming months.



Volunteers at Ocean Beach in San Francisco helped paint over graffiti along the sea wall, giving new expression to the Coastal Cleanup Day Program.

In addition, the Commission offers teachers a 3rd – 8th grade curriculum, *Waves, Wetlands, and Watersheds*, as well as free workshops to help teachers use and get the most out of the curriculum. Among the many other programs that the Public Education Program runs are some designed to encourage people to express themselves creatively, such as the annual Coastal Art and Poetry Contest for students. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, we hope to inspire a greater sense of stewardship for these magnificent resources. The winning work is published in a poster and distributed statewide. To enhance the curriculum, the Coastal Commission also circulates a small video and slide show lending library, posters, and other materials for educators.

In all of its efforts, the Coastal Commission's Public Education Program works to protect and restore California's coast and ocean by teaching, inspiring, and empowering the public to take positive action. Coastal Cleanup Day, embarking on its 22nd year, is only the most visible part of a multifaceted effort to reach these goals. You can lend your support. Find us by calling (800) COAST-4U or look us up on the web at www.coast4u.org.



Now that's dedication! Not even dress clothing and a mucky creek could stop these volunteers from doing their part in Solano County.

The Commission also supports coastal education throughout the year in an effort to build a constituency that will care for our coastal resources during future generations. One of the Commission's primary efforts is the Whale Tail Grants Program. Using money from sales of the Whale Tail License Plate, the grants support projects that encourage our children and the general population to value and take responsibility for the health of the state's marine and coastal resources. The program focuses on reaching communities that are underserved in terms of marine and coastal education.



C A L I F O R N I A
C O A S T A L
C O M M I S S I O N

Coastal Cleanup Day 2005 Totals

County	Volunteers	Trash	Recyclables	All Debris
Statewide - Adopt-A-Highway	1,118	36,777	2,500	39,277
Alameda	3,565	34,941	4,779	39,720
Alpine	64	162	3	165
Butte	120	10,000	2,000	12,000
Calaveras	11	2	1	3
Contra Costa	1,220	42,615	5,609	48,224
Del Norte	864	7,491	210	7,701
El Dorado	354	4,204	269	4,473
Fresno & Madera	106	12,160	100	12,260
Humboldt	1,530	15,540	0*	15,540
Imperial	50	299	0*	299
Inyo	38	1,200	0*	1,200
Kings	14	4,480	0*	4,480
Lake	87	3,100	580	3,680
Los Angeles	10,292	90,326	2,682	93,008
Marin	1,383	6,223	3,673	9,896
Mendocino	285	1,186	448	1,634
Merced**	0	0	0	0
Modoc	15	700	8	708
Mono	106	60	27	87
Monterey	1,052	12,346	1,232	13,578
Napa	328	4,095	904	4,999
Nevada	572	4,657	1,897	6,554
Orange	5,741	53,580	13,204	66,784
Placer	40	200	15	215
Riverside	<i>Totals included under Orange County</i>			
Sacramento	1,127	18,072	3,954	22,026
San Bernardino	248	949	283	1,232
San Diego	4,696	191,905	17,993	209,898
San Francisco	2,531	5,543	2,716	8,259
San Joaquin	696	168,300	1,700	170,000
San Luis Obispo	1,096	3,566	889	4,455
San Mateo	971	12,687	1,946	14,633
Santa Barbara	300	1,351	410	1,761
Santa Clara	847	17,558	3,062	20,620
Santa Cruz	2,098	12,377	2,850	15,227
Shasta	163	1,985	451	2,436
Siskiyou	20	160	35	195
Solano	1,925	53,931	9,165	63,096
Sonoma	376	1,269	387	1,656
Stanislaus	26	178	89	267
Tehama	1,995	21,026	2,980	24,006
Ventura	150	2,480	615	3,095
Yolo	30	11,680	10,020	21,700
Yuba	1,127	18,072	3,954	22,026
TOTAL	48,250	871,361	99,686	971,047

* Recyclable totals included under Trash totals

**Merced County events cancelled due to lack of staffing

Volunteers

Volunteers are more than a workforce for Coastal Cleanup Day; they are the very reason why the Cleanup started in 1985, and why it continues to grow and prosper today. The impetus for the original Coastal Cleanup was an experiment to determine whether giving time and effort to a beach or shoreline would help those volunteers build a stronger connection to that place, and take actions throughout the year to continue their stewardship. This experiment has shown incredible results, typified by the team of Regional Coordinators who work all year to organize Coastal Cleanup Day.

Regional Coordinators for the Cleanup receive no financial compensation for their efforts. Rather, they have shown themselves to be a group of individuals and organizations that have taken the goal of ocean, beach, and shoreline stewardship as their mission. Their reward is the success of the Cleanup, and the clean environment that they played such a large role in producing.

There are 61 regional coordinators who organize a team of site captains, solicit sponsorships and donations, connect with local media, secure cleanup materials, respond to calls from hundreds, even thousands, of local participants, and report data back to the statewide coordinator. Many provide food, drinks, and giveaways or raffle drawings for their volunteers, often with prizes provided or funded by local sponsors. But what drives these coordinators who work tirelessly to organize Coastal Cleanup Day each year is not the prizes or the recognition; it is their passion for our aquatic environments and for the stewardship of our shared resources.

2005 Coastal Cleanup Day Regional Coordinators

Statewide Coordinator

California Coastal
Commission

City of Pleasanton

Brian Lorimer

Calaveras County

Calaveras Big Trees S.P.
Jeff Davis

Office of Sup. John Gioia

Kate Rauch

Statewide

California State Parks
John Arnold

Alpine County

Sierra Nevada Adventure Co.
Jill Seale

Contra Costa County

City of Antioch
Frank Palmeri

Del Norte County

Del Norte Unified School
District
Joe Gillespie

Adopt-A-Highway

CALTRANS Maint. Program
Terri Porter

Butte County

Butte Environmental
Council
Barbara Vlamis

City of Concord

Jeff Roubal

El Dorado County

Clean Tahoe Program
Joann Eisenbrandt

Alameda & Contra Costa counties

East Bay Reg'l Park District
Kathleen Fusek

Alameda County

Shorebird Nature Center
Patty Donald

City of Fremont

Val Blakely

City of Oakland

Watershed Improvement
Program
Kristin Hathaway

Port of Oakland Estuary

Colleen Liang



Site Captains and Regional Coordinators have many jobs on Coastal Cleanup Day. At this cleanup in Half Moon Bay, a site captain explains how to get the correct weight of a trash bag at the end of the event.

American River

Conservancy
Debbie Tachibana

Fresno & Madera counties

Millerton Lake S.R.A.
Jeff Yribarren

Rivertree Volunteers, Inc.

Richard Sloan

San Joaquin River Parkway & Conservation Trust, Inc.

Sharon Weaver

Humboldt County

Northcoast Environmental
Center
Tim McKay

Imperial County

San Diegans for the Salton Sea
Ingrid Vigeant

Inyo County

Friends of the Inyo
Sara Steck

Kings County

Environmental Health Institute
Keith Winkler

Lake County

Lake County B.O.R.T.
Chuck Doty

Los Angeles County

Countywide
Heal the Bay
Meredith McCarthy

City of Long Beach
El Dorado Nature Center
Christopher Ward

Marin County

Bay Model Visitor Center
Keley Stock

Mendocino County

Mendocino Land Trust
Holly Newberger

Merced County

California State Parks
Jennifer Morgan

Modoc County

River Center
Bev McNeilly

Mono County

Bridgeport Elementary School
Suzanne Scholl

Monterey County

Monterey Bay National Marine Sanctuary
Jean Scott

Napa County

Napa RCD
Michael Champion

Nevada County

South Yuba River Citizens League
Kathy Dotson & Kayle Martin

Orange County

Dept. of Harbors, Beaches & Parks
Sara Girard

Placer County

League to Save Lake Tahoe
Lily Galli

Riverside County

Trails 4 All
Jim Meyer

Sacramento County

American River Parkway Foundation
Crystalaura Jackson

San Bernardino County

Big Bear Marina
Alan Sharp

Mojave River Natural History Association
Marianne Wilkins

San Diego County

Inland
I Love A Clean San Diego
Sarah Leone

Coastal
San Diego Baykeeper
Elizabeth Studebaker

San Francisco County

Literacy for Environmental Justice
Patrick Rump & Ben Francisco

San Joaquin County

San Joaquin County Public Works
Terry Pugh

San Luis Obispo County

ECOSLO
Miranda Leonard

San Mateo County

Save Our Shores
Jane DeLay



Ready for action! Site Captains like these two volunteers in San Diego are the public face of Coastal Cleanup Day, distributing supplies, orienting Cleanup participants, and making sure everyone is having a great time.

Santa Barbara County

Department of Public Works
Jody Rundle

Benicia

Benicia Water Education Program
Sue Wickham

Santa Clara County

Countywide
Creek Connections Action Group
Sandra Freitas

Sonoma County

Coast & Creek Cleanup
Heather Baldini

City of Milpitas
Steve Smith

Tehama County

Cub Scout Pack 154
Diane & Joe Reynolds

Santa Cruz County

Ecology Action
Sherry Lee Bryan

Ventura County

Ventura County Coalition for Coastal & Inland Waterways
Becky Guay

Shasta County

Shasta Roots & Shoots
Karen Scheuermann

Yolo County

Putah Creek Council/Yolo County Public Works
Dawn Lindstrom/Sarah Kittle

Siskiyou County

Orleans Ranger District
Bob Hemus

Solano County

Countywide
City of Vacaville
Fern Wilson

Yuba County

Yuba County Dept. of Environmental Health
Deborah Biersteker & Stephanie Hamby

Sponsors

While volunteers are vital to the success of Coastal Cleanup Day, the program could not function without substantial community buy-in, media support, and money. The sponsors listed below are crucial links in the chain that runs from ideas and energy in October to a successful event the next September. These organizations have connected with the Cleanup because of a commitment made to their communities and the environment by their leadership and employees. In doing so, they become much more than "donors to the cause." They become partners in our efforts to raise awareness and educate Californians about the need for clean and healthy ecosystems. They work beside us as we endeavor to find solutions to marine pollution.

2005 Coastal Cleanup Day Sponsors



Albertsons & Sav-on Drugs. As a first time sponsor, Albertsons and Sav-on Drugs have already shown that they are a model for what the Coastal Commission looks for in a coastal cleanup day Presenting Sponsor. By providing the main ingredient for making the Cleanup a success – people – in addition to their financial commitment, we have been able to reach into the 700-plus communities that Albertsons and Sav-on stores serve. Hundreds of Albertsons and Sav-on employees came out to help clean up our shorelines at Coastal Cleanup Day, and the partnership has the potential to blossom into year-round efforts, as well. As this comes to pass, our new partnership with Albertsons and Sav-on Drugs will bring action to a long-standing motto of the Cleanup Program: "Every day is Coastal Cleanup Day."

ORACLE® Oracle has been a major supporter of the Coastal Cleanup Day Program for 16 years, through funding and by inspiring Oracle employees to work with us as volunteers. Oracle has made Coastal Cleanup Day a focus for their 5th Annual Global Volunteer Day due to the popularity of the event among Oracle's employees. Community partners like Oracle enhance our ability to make environmental stewardship a major focus for businesses in California.

See's CANDIES **See's Candies** lent their support for the eighth year in a row as a sponsor of Coastal Cleanup Day. The company's financial, in-kind, and in-store support has been a great boost to our efforts. The free lollipops they provide on Coastal Cleanup Day are eagerly anticipated by thousands of our volunteers, as well.



Coastal Living Magazine. As a first year major sponsor, Coastal Living Magazine brought great energy to our event. They sponsored a site in Santa Monica and invited their California readers to join them for the Cleanup, reaching out with full-page ads in their magazine. Partnering with a national magazine is a fantastic way to implement many new opportunities for outreach, education, and just plain fun on our beaches. We look forward to Coastal Living's continued participation in 2006.



KPMG has been a supporter of Coastal Cleanup Day for the past eight years through employee volunteerism and financial contributions. They have adopted their own cleanup site and serve as the "beach captain," organizing the site's volunteers.



MOTOROLA **Motorola** came on board this year for the first time with support in dollars, donated walkie-talkies, and an army of employee volunteers. They adopted a site in San Diego and had these comments after the event: "Our Motorola team had a BLAST! Everyone was so excited to pitch in and be part of cleaning up the beaches. Our site ended up with over 270 volunteers, 330 pounds of debris and more than 9,000 cigarette butts. I hope we can beat those numbers next year."



Peet's Coffee & Tea. Known as the "grandfather of specialty coffee," Peet's Coffee & Tea has been a Bay Area institution for thirty-five years. They supported the Cleanup for the first time this year. We appreciate their generosity and look forward to a growing relationship.

In-Kind Sponsors



Goodby, Silverstein & Partners

Goodby, Silverstein & Partners, a San Francisco-based advertising agency, helped the Coastal Cleanup Day Program introduce a new publicity campaign this year.

The new artwork, created in a pro-bono effort by the agency, is the most innovative and edgy campaign the Cleanup program has ever had. The featured pieces provide stark illustrations of the impacts of marine debris by creating a world of creatures – “Non-Native Species of the California Coast” – in which marine debris has overtaken native wildlife (examples can be found throughout these pages). As explained by Rene Cornouyer, Associate Partner for Goodby, Silverstein & Partners, “we hoped to raise the bar on previous Coastal Cleanup Day successes. The idea of creating work that can be used year-round for ongoing messaging to keep trash off California’s coast and inland waterways was a worthy challenge.”



Roplast Industries, Inc. donated all of the plastic bags used to collect trash and recyclables on Coastal Cleanup Day for the second year in a row. These bags (130,000 of them!) were made using Environmentally Preferred Plastic, a product that used 30 percent certified post-consumer plastic and toxin-free inks and colorants, among other environmentally beneficial criteria. We were happy to welcome Roplast (and their corporate partners) back as a sponsor this year, and look forward to many more to come.



BD Medical Supply joined us for the third time this year. BD, a global medical technology company headquartered in Franklin Lakes, New Jersey, donated a large supply of gloves to help volunteers protect themselves while helping to scour our beaches and waterways. BD’s donation is one example of how the company lives its mission of helping all people live healthy lives.



CALIFORNIA
STATE PARKS
FOUNDATION

California State Parks Foundation has been a supportive partner and has acted as our fiscal agent for Coastal Cleanup Day, as well as for many other California Coastal Commission Public Education programs for the past eight years.

Media Sponsors



Viacom Television Stations Group, including CBS and UPN affiliates, supported the 21st Annual California

Coastal Cleanup Day in three major markets: KCAL/KCBS in Los Angeles, KPIX & KBHK in San Francisco and KMAX in Sacramento. For the second year in a row, their team brought tremendous enthusiasm and focus to passing on a message of coastal stewardship. They enacted a great outreach plan to educate their viewers and encourage them to participate in the effort.

Northern California Media Sponsors



KGO Radio returned as a primary sponsor for the ninth straight year. In addition to on-air support and highlights in their listener outreach materials, editorial coverage, and web resources, KGO Radio once again broadcast a live remote on Coastal Cleanup Day at Ocean Beach hosted by longtime supporter, Joanie Greggains.



San Francisco Magazine is a returning sponsor and their support was a terrific boost to volunteer outreach in San Francisco and the surrounding counties. With a huge circulation base and a beautiful full-page ad, we were able to reach the magazine’s community-minded audience and bring out new volunteer energy.

Southern California Media Sponsors



The Log, a seventh year sponsor, is California’s boating newspaper. Their donated public service space allows us to reach a broad audience of boaters, kayakers, and marine enthusiasts in Los Angeles, Orange, and San Diego counties.



Daily Pilot came on board for the seventh year. The turnout in the Daily Pilot’s distribution area is always terrific due in part to the great public service and editorial support that they offer Coastal Cleanup Day.